



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

Date: 8/9/2000

GAIN Report #CA0116

## Canada

## Promotion Opportunities

## Poultry Shows

## 2000

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### Report Highlights:

**This Poultry Shows report is one in a series of Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.**

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Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Ottawa[CA1], CA

This Poultry Shows report is one in a series of upcoming Promotional Opportunities reports highlighting specific sectors. Other reports in this series include Wine and Spirits Shows, Food and Beverage Shows, Livestock Shows, Pet Shows, Nursery Product Shows and Wood Product Shows.

## Poultry Shows

### Royal Agricultural Winter Fair

Nov 2-11, 2000

Exhibition Place, Toronto, ON

Type of Show: Consumer

Established: 1922

Objectives: To generate awareness of the Royal Agricultural Fair, and its function and purpose.

Products Displayed: Breeding horses, dairy cattle, beef cattle, sheep, swine, goats, field crops, gardens and flowers, fruit, vegetables, poultry, wool, dairy and maple products, and honey.

Attractions: International horse show, walking ring, dairy lane, sheep shearing, petting farm, performing dogs, food show, auction sales, square dancing and fiddling.

Attendance: 350,000

Exhibitors: 300

Net Space: 800,000 sq.ft.

Rates: Min. booth 10' x 10' \$12.50; \$14.50/sq.ft. Exhibits from other countries accepted.

Show Manager: David E. Garrick.

Show Producer: Royal Agricultural Winter Fair, Coliseum, Exhibition Place, Toronto, ON M6K 3C3 Phone: (416) 393-6400. <http://www.royalfair.org>.

### Poultry Industry Conference & Exhibition

Apr 11-13, 2001

Western Fairgrounds, London, ON

Type of Show: Trade

Established: 1957

Objectives: To market and display wares pertinent to the feather industry.

Attractions: Night at the races.

Attendance: 5,488

Exhibitors: 143

Net Space: 32,900 sq.ft.

Rates: Min. booth 10' x 10'.

Show Manager: Sharon Pook.

Show Producer: Western Fair Association, PO Box 7550, London, ON N5Y 5P8 Phone: (519) 438-7203 x 222. Fax: (519) 679-3124 E-mail: [info@westernfair.com](mailto:info@westernfair.com) <http://www.westernfair.com>.

Official Sponsor(s): Poultry Industry Council.

**Farmfair International 2000**

Nov 4-12, 2000

Northlands AgriCom &amp; Sportex, Northlands Park, Edmonton, AB

Type of Show: Trade &amp; Consumer

Established: 1974

Objectives: To provide a show where cattle producers and buyers can meet one-to-one.

Products Displayed: Purebred beef, livestock genetics, diversified livestock (swine, sheep, goats, llamas, poultry, pigeons, rabbits, quarter horses); agri-business products and services.

Attractions: Stock competitions (draft horse pulls, cattle penning, stock dog trials); Dodge City Western Trade &amp; Gift Show; AgAwareness educational programs; Craig Cameron horsemanship seminar, city-wide entertainment and world-class shopping.

Attendance: 60,000

Exhibitors: 1,400

Net Space: 250,000 sq.ft.

Rates: \$550 (Dodge City), \$100 (AgAwareness); \$200 (Livestock Pen).

Show Manager: Leigha Graf.

Show Producer: Northlands Park, PO Box 1480, Edmonton, AB T5J 2N5 Phone: (780) 471-7210. Fax: (780) 471-8176 1-888-800-Park <http://www.northlands.com>.

Official Service Contractor(s): GES Canada.

Official Sponsor(s): UFA &amp; Ivomec.

Future Dates: 2001 Nov 3-11–Edmonton, AB, Northlands Park, Agricom &amp; Sportex.

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CA9142	Western Canada Retail Study	12/23/99
CA0001	Eastern Canada Retail Study	1/05/00
CA0004	Bakery Products I: Sweets	1/20/00
CA0006	Bakery Products II: Bread, Rolls, etc.	1/24/00

CA0007	Food Product Export Opportunities in Eastern Canada	1/31/00
CA0022	New England Culinary Institute	2/29/00
CA0030	WUSATA Recruits Grocery Showcase West	3/21/00
CA0032	Agent/Distributor Directory -Eastern Canada	3/21/00
CA0040	Promotional Opportunities Report for Canada	4/3/00
CA0047	Hotel, Restaurant, Institutional Foodservice Sector Report - Eastern Canada	4/19/00
CA0050	Agent/Broker Directory - Western Canada	4/19/00
CA0081	Food Product Export Opportunities in Eastern Canada - Report II	6/20/00
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CA0118	Wood Product Promotional Opportunities	8/9/00